

WHAT IS CLAIMED IS:

1                   1.       A method for creating a multi dimensional report from information  
2 in at least one database, said method comprising:  
3                   receiving a definition of at least one customer profile of a plurality of  
4 customer profile groups;  
5                   receiving from a user input indicating a report configuration selection;  
6                   creating at least one first dimension table based upon said report  
7 configuration selection and said information;  
8                   creating at least one fact table based upon said report configuration  
9 selection and said information; and  
10                  providing a report comprised of said at least one first dimension table and  
11 said at least one fact table.

1                   2.       The method of claim 1 wherein said report is an customer profile  
2 report, said information further comprising business performance measures, said creating  
3 at least one first dimension table further comprising:  
4                   creating a customer profile hierarchy; and said creating at least one fact  
5 table further comprising:  
6                   aggregating said business performance measures according to said  
7 customer profile hierarchy.

1                   3.       The method of claim 1 wherein said report is an operation report,  
2 said information further comprising business performance measures, said creating at least  
3 one fact table further comprising:  
4                   aggregating said business performance measures; and  
5                   filtering said customer profiles.

1                   4.       The method of claim 1 wherein said report is a customer behavior  
2 report, said information further comprising customer records, said creating at least one  
3 first dimension table further comprising:  
4                   creating a customer profiles; and said creating at least one fact table further  
5 comprising:  
6                   aggregating customer records based on said customer profiles.  
7



15 providing a report comprised of said at least one first dimension table and  
16 said at least one fact table.

1 12. The method of claim 11 wherein said report is an customer profile  
2 report, said information further comprising business performance measures, said creating  
3 at least one first dimension table further comprising:

4 creating a customer profile hierarchy; and said creating at least one fact  
5 table further comprising:

6 aggregating said business performance measures according to said  
7 customer profile hierarchy.

1 13. The method of claim 11 wherein said report is an operation report,  
2 said information further comprising business performance measures, said creating at least  
3 one fact table further comprising:

4 aggregating said business performance measures; and  
5 filtering said customer profiles.

1 14. The method of claim 11 wherein said report is a customer behavior  
2 report, said information further comprising customer records, said creating at least one  
3 first dimension table further comprising:

4 creating a customer profiles; and said creating at least one fact table further  
5 comprising:

6 aggregating customer records based on said customer profiles.

1 15. The method of claim 11 wherein said information comprises  
2 telecommunications information.

1 16. The method of claim 11 wherein said information comprises  
2 financial information.

1 17. The method of claim 11 wherein said information comprises retail  
2 marketing information.

1 18. The method of claim 11 wherein said information comprises  
2 insurance information.

1                   19.     The method of claim 11 wherein said information comprises health  
2     care information.

1                   20.     A method of transferring information from a first database, said  
2     first database organized according to a first data model, to a second database, said second  
3     database organized according to a second data model to serve as the basis of analysis of  
4     the data, said method comprising:  
5                   receiving as input a first data model definition;  
6                   receiving as input a second data model definition;  
7                   creating a mapping, said mapping providing a translation for data from  
8     said first data model to said second data model;  
9                   migrating said data from said first database to said second database  
10    according to said mapping.

1                   21.     The method of claim 20 wherein said first data model comprises a  
2     star schema.

1                   22.     The method of claim 20 wherein said second data model comprises  
2     an identity centric data organization.

1                   23.     The method of claim 22 wherein said identity is a customer  
2     identity.

1                   24.     The method of claim 20 wherein said information comprises  
2     telecommunications information.

1                   25.     The method of claim 20 wherein said information comprises  
2     financial information.

1                   26.     The method of claim 20 wherein said information comprises retail  
2     marketing information.

1                   27.     The method of claim 20 wherein said information comprises  
2     insurance information.

1                   28.     The method of claim 20 wherein said information comprises health  
2     care information.

1                   29.     The method of claim 20 wherein said second data model comprises  
2     a reverse star schema.

1                   30.     A method of analyzing information from a database, said database  
2     organized according to a first data model, said method comprising:  
3                   receiving as input a definition of a second data model;  
4                   creating a mapping from said first data model to said second data model;  
5                   analyzing said data based upon said second data model and said mapping.

1                   31.     The method of claim 30 wherein said first data model comprises an  
2     identity centric data organization.

1                   32.     The method of claim 31 wherein said identity is a customer  
2     identity.

1                   33.     The method of claim 30 wherein said information comprises  
2     telecommunications information.

1                   34.     The method of claim 30 wherein said information comprises  
2     financial information.

1                   35.     The method of claim 30 wherein said information comprises retail  
2     marketing information.

1                   36.     The method of claim 30 wherein said information comprises  
2     insurance information.

1                   37.     The method of claim 30 wherein said information comprises health  
2     care information.